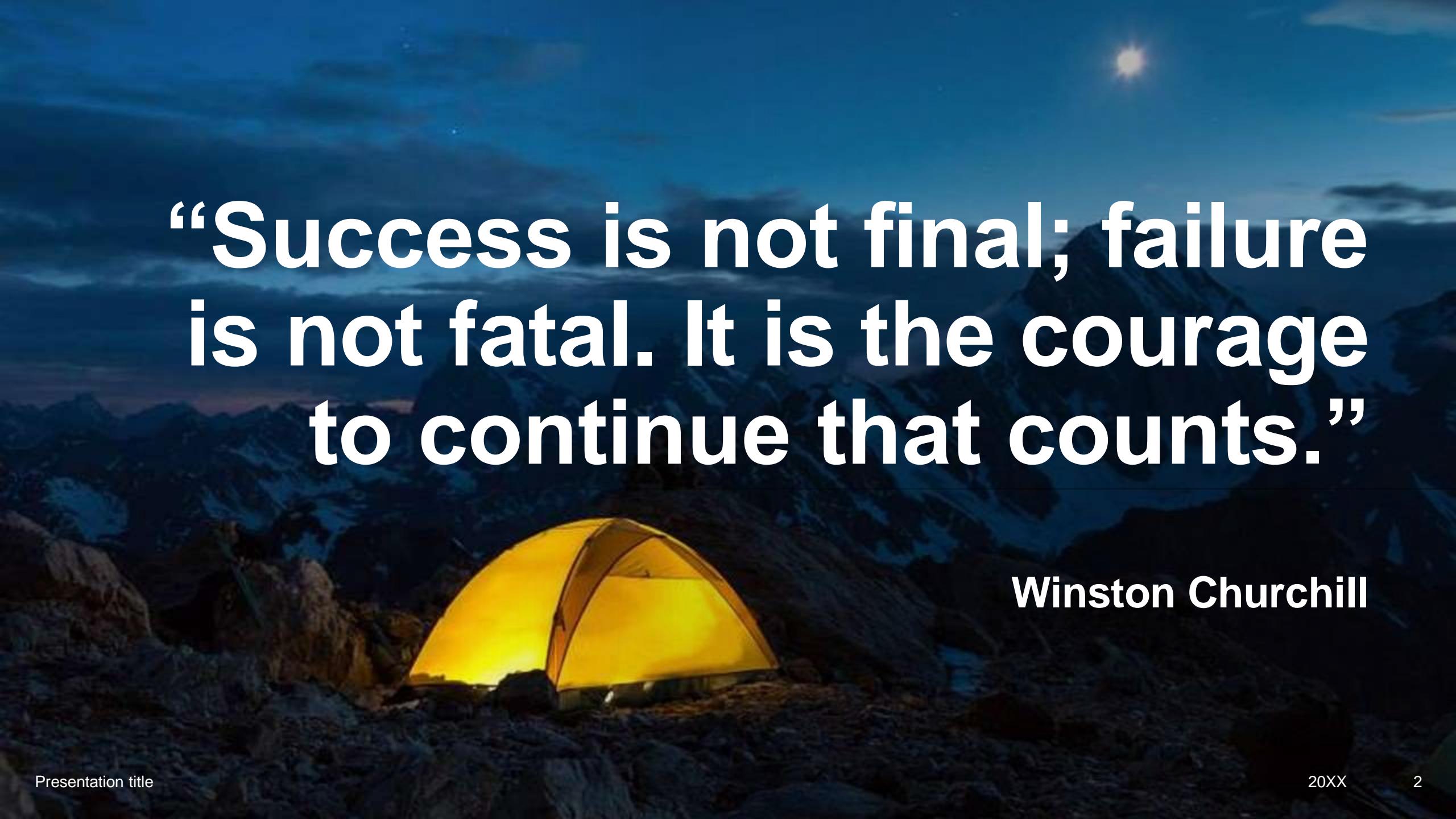


Lecture 6

CHS 456

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“Success is not final; failure is not fatal. It is the courage to continue that counts.”

Winston Churchill

Lecture outline



- Define related terms
- Socio-ecological model
- Building environmental support through families and social networks
- Building environmental support through PSE approach
- CNE logical model

Creating environmental support attempts to make environment favorable for people to achieve the behavior change goals targeted by nutrition education interventions by making food healthful choices easy, desirable and normative.



There are two ways for nutrition educators can build environmental support for behavior change goals targeted by our interventions:

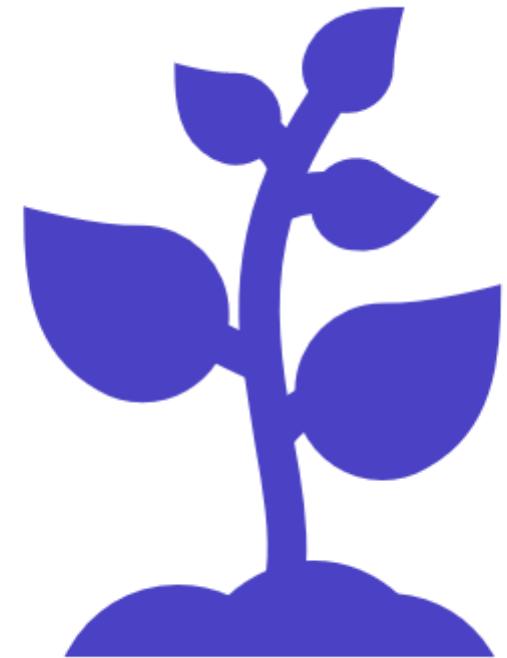
1. Building social support through family & social networks.
2. Creating positive changes in communities using policy, system, and environment approaches (PSE).

Defining terms

- Ecology: The relationship between the organisms and their natural environment. In food and nutrition, it refers to the relationship between and natural environment (agriculture).
- Social ecology: the context in which the people live in.

The socio-ecological framework addresses 4 levels of influence on our behavior: individual factors and interpersonal relationship- organization and institutes- communities and sectors of influence- societal structures and cultural norms.

- Environment: Factors that are external to the individual (physical & social environment).



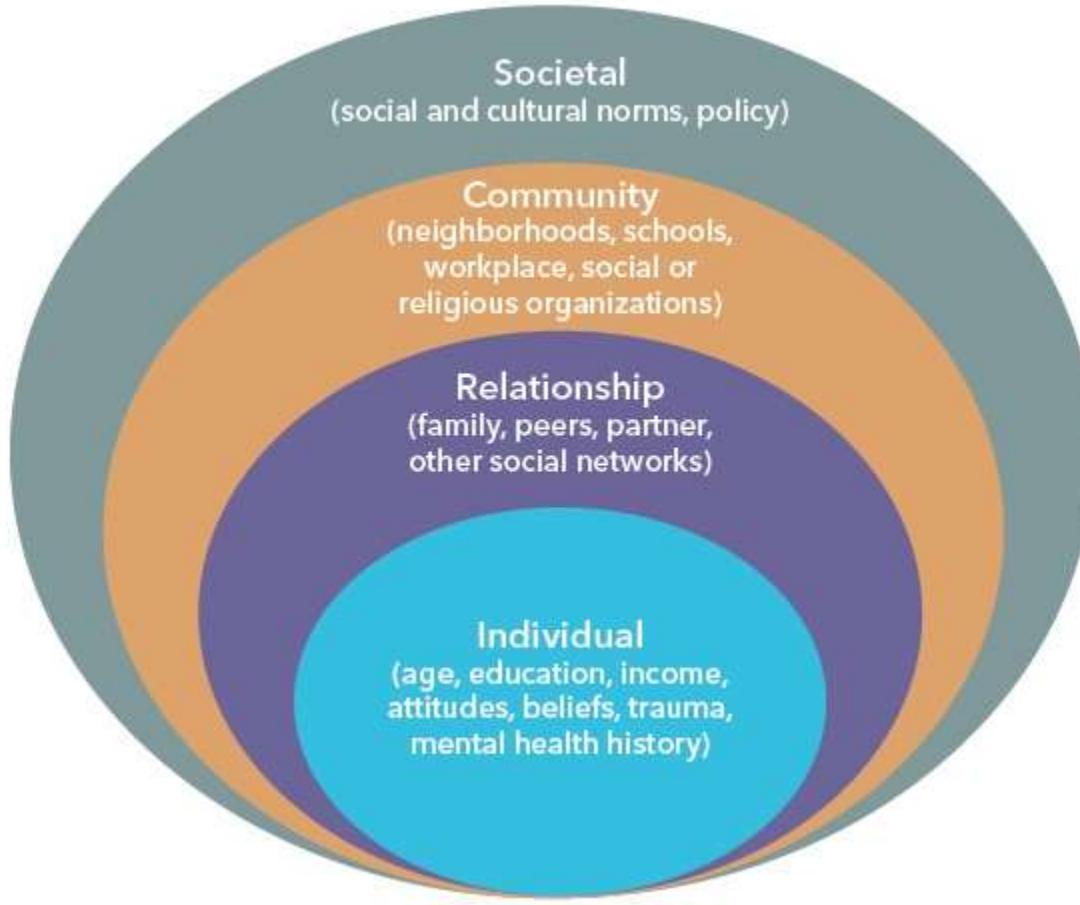
The environment affects how people eat through conscious and unconscious processes.

- On a conscious level: an environment with an array of colorful and healthful options can increase the desire, confidence, and acceptance to eat well. Whereas the lack of these foods, can reduce people's sense of power and produce negative thinking.
- On unconscious level: eating here is considered as an automatic behavior and the environment has more control over the behavior than the individual.

The environment context and how food is presented can influence what people eat.

We engage in many environmental cues such as TV watching and caloric intake. Also, restaurant ambiance and how food is described in the menu can influence our eating.

Socio-ecological framework





- The socioecological framework, also known as the social-ecological model, is a theoretical framework used to understand the complex interactions between individuals and their social, cultural, and physical environments.
- It emphasizes that human behavior and development are influenced by multiple levels of influence, ranging from individual characteristics to broader societal factors.

The socioecologi cal framework consists of several interconnect ed levels, which include:

- Individual Level: This level focuses on the characteristics, behaviors, and personal factors of individuals. It includes factors such as knowledge, attitudes, beliefs, and skills that can influence behavior.
- Interpersonal Level: The interpersonal level involves the immediate social environment of individuals, such as their family, friends, and social networks. Interactions and relationships within this level can shape behavior and attitudes.
- Organizational Level: This level encompasses organizations and institutions that individuals belong to, such as schools, workplaces, and community groups. Organizational policies, practices, and norms can influence behavior and create supportive or challenging environments.
- Community Level: The community level refers to the broader social and physical environment in which individuals live. It includes factors such as community norms, resources, social networks, and infrastructure. Communities can shape behavior through social norms, access to resources, and opportunities for engagement.
- Societal Level: The societal level involves broader social, cultural, economic, and political factors that influence behavior and development. This includes factors such as laws, policies, media, and social inequalities. Societal factors can create enabling or constraining environments for individuals and communities.

- The socioecological framework recognizes the dynamic and reciprocal interactions between these different levels. It highlights that behavior and development are influenced by factors at multiple levels, and interventions should address these various levels to promote positive change.
- The framework is commonly applied in various fields, including public health, psychology, education, and community development, to guide research, policy, and interventions aimed at understanding and addressing complex social issues. It helps to identify the multiple influences on behavior and development and to develop comprehensive strategies that target multiple levels for maximum impact.

Building social support through family

This fits the individual and interpersonal (relationship) factors of the socio-ecological model.

Families:

- Understanding families and their cultural identities is important and how to work with them is important.
- The most important factors associated with healthful eating behaviors are food present at home, accessibility of food, parents' intake and practices when it comes to child, and frequency of family meals.
- The resemblance of food choice behaviors within family members are much greater than family members and their friends.
- An important role for nutrition educators, working with adults and children, is to understand these family forces and develop strategies to encourage support healthy eating at home.

Create families that support behavior change goals

Select family behaviors that we need to target and identify theory-based determinant of behavior that you will address in your sessions.

- Creating family support for children in the home.
- Creating family support for school-based nutrition education.
- Creating family support for adult participants.

Building social support through social networks

- Our social networks influence what we eat when we eat together at social gatherings and events.
- Emotional support is related to good health and to reduced all-cause mortality.
- To help maximize how we can use social networks to help audiences we work with to eat well, we need to understand the characteristics of social networks and the types of supports these provide.

Characteristics of social networks:

- Density: the extent to which members know and interact with each other.
- Proximity: Being closely connected on social media and physically.
- Interaction: the frequency of contact and how close are members emotionally (intensity).
- Reciprocity: The extent to which individuals help each other with resources and support.

A close-up photograph of a person's hands placing a blue puzzle piece with a white person icon into a white puzzle grid. The puzzle pieces are shaped like human figures. The background is a solid blue.

Types of social support

- Emotional support: showing empathy and caring.
- Instrumental support: involving money or any tangible sources.
- Informational support: advice and information used for solving problems.
- Appraisal support: constructive feedback and advice.

Create social networks that support behavior change goals

- Enhancing existing social networks.
- Developing new social network linkages through support groups.
- Providing social network through technology and social media.

Building environmental support using policy, system, and environment approaches (PSE)

- Policies: written statements of position, decision, and courses of action.
- Systems: Unwritten ongoing decisions, ways of conducting business that reach people within an organization or network of organizations in a community.
- Environment: the circumstances, objects, and conditions that surround people throughout daily lives, and include built environment.
- PSEs serve to support each other in communities and organizations.
- PSEs mainly enacted in the middle level of the socio-ecological model: the organization and communities, and societal the influence.

Diffusion of innovations

- One of nutrition educators' role is to educate the decision-makers and leaders who we need to support PSE for them to be enacted. The diffusion of innovations theory can be a helpful tool in this.
- Innovation: a new idea, practice or program thought to be new by individuals, communities, and organizations.
- It involves 5 main characteristics.

Diffusion of innovations

Several factors determines how quickly, and to what extent, an innovation will be adopted and diffused:

- Relative advantage: It seen better than what was there before.
- Compatibility: it fits the existing values and culture of communities.
- Complexity: how easy is it to understand and implement the innovation.
- Trialability: It is advantageous for people to try out the idea before putting effort, time, and money.
- Observability: The degree to which the factor will be observable and measurable.

Community Nutrition Education (CNE) logical model:

- Self-study (documents attached on blackboard)



Thank you

